

## **Historic, Archive Document**

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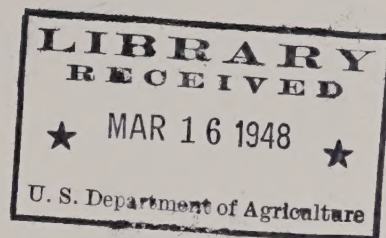


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# Herbst Brothers

Established 1876  
92 WARREN STREET  
New York 7, N. Y.



## SAKATA'S ALL-DOUBLE VICTORIOUS PETUNIAS

### NEW VARIETIES FOR 1948

#### "Mayflower"

Conspicuously veined with bright carmine red on white ground, some show lighter vein. Very unique, but beautiful color. Flowers are large and well fringed. One of the worthy new addition to the Victorious Petunias.

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#### "Master Cream"

Double-flowering form of the Single "Dainty Lady." So far the nearest approach to the yellow. Dwarf and compact growth with large fringed flowers.



ILLUMINATION

#### "Silver Blue"

It has been extremely difficult to develop clear blue, double Petunia without vein. It took us many years before we could establish it. This is all double type of the popular "Dwarf Erfurt Silver Lilac." The flowers are well fringed and large, just as large as the other Victorious strain of our introduction.

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#### "Orange"

Flowers are just as large as other Victorious Strain, well doubled and fringed. Majority are bright orange color, with some lighter colored. A truly fine novelty.

#### "Illumination"

Developed from "Rosy-Carmine Improved," being brighter colored and more uniform in its bright red color with scarlet sheen. The brightest of all Victorious Petunias. Very large flowers of well fringed form. Exceptionally beautiful. Highly recommended for all around purpose. Our very best as to color, plant habit and size of flower.





**BLUE BROCADE**

## Former Varieties

### **"ATTRACTION"**

Rich carmine rose and white, far much brighter colored than Victorious Gaiety. The combination of rich carmine rose and white makes very sharp yet beautiful contrast. Individual flower is very large, measuring 4 inches across, well doubled and fringed. Dwarf and bushy in habit and sturdy in growth. We counted in our trial during 1940 only 3 small-flowering plants out of 85 plants; one of the most valuable additions in all-double group. 100% double. Plant height 10 in.

### **"LOVELINESS"**

Everything else except color is identical to our Victorious Rosy-Carmine. According to "Ridge-way" this is the nearest to the "La France Pink"; a valuable color especially for florists. As a result of intensive breeding to purify the color, we are now able to supply our friends the more uniform strain than before. 100% double flowers 4 inches in diameter. Plant height 10 in.

### **"PURE WHITE"**

Our effort in breeding a real pure white double Petunia is finally rewarded and are now able to supply to our customers a real superfine strain with good deal of confidence. This equals in dwarfness to our Victorious Rosy-Carmine. The large, substantial flowers are well fringed and of the purest white. Flowers 4 inches in diameter.

### **"GAIETY"**

Another big All-Double Fringed Victorious or dwarf type of Petunia in rose or light rose-red and white colorings. Early flowers were 3½ to 4 inches across and quite double. Later flowers were mostly semi-double rose-red and white with frilled petals.

### **"ROSY-CARMINE IMP."**

The main improvement, in our opinion is the uniformity of growth and, to some of our friends their brighter rose-color than the original may be appealing, as this new strain is a few shade brighter than the popular Rosy Carmine. We also have found in our Trial Ground that the white variegation sometimes appeared in our Rosy-Carmine has nearly been eliminated. As to the size of flower, doubleness as well as fringiness, this equals to the old one but excels it in the uniformity of growth and trueness of color. Plant height 10 inches; flowers 4 inches across.

## Newly Improved All-Double All Large Flowered Varieties

### **"AMARANTH-RED"**

A dwarf, bushy plant similar to our Rosy Carmine in growth but with rich, amaranth-red color of large, well fringed form. If one takes this as double fringed form of Gottfried Michaelis, it will be the nearest description imaginable. Well liked by florists and gardeners. Extra dwarf flowers are 4 inches across.

### **"BLUE BROCADE"**

Victorious or Dwarf All-Double, true violet blue variety. True to type and color, stocky growth, good bloomer of good sized flowers. New and rich color in giant fringed type, high percentage fully double flowers, of pleasing fragrance. For garden and commercial use. Plants 10 in. in height; flowers 3½ to 4 inches across.

### **"FANTASY"**

Conspicuously striped with rich, velvety violet blue and pure white; a unique combination of the two distinct colors. It has the same colors of popular Cockatoo or you may take it as the variegated form of our All-Double Blue Brocade. It is uniformly dwarf and compact, being sturdy in growth. The flowers which measure fully 3½ inches across are borne in great profusion and come very true to description. A marvelous new strain which will sell at sight. Plant height 10 inches.

### **"PURPLE AND WHITE"**

### **"ORCHID BEAUTY"**

In hunt of real dwarf Victorious Orchid Beauty, we have gone through dozens of line selections and feel happy in introducing the real dwarf strain which is much dwarfer and more floriferous than the origin. In our trial, we counted about 25% beautiful silver lilac flowering plants. It has no noticeable vein or it has the same pleasing clear light blue color as found in our Giant Single Fringed Silver Lilac. The remaining 75% of plants have produced the color usually found in our Victorious Orchid Beauty, but with less tint of purple. Individual flower fully measures 4 inches across with pleasing fringiness and good substance; height 10 inches.



**ROSY-CARMINE**



# PRICE LIST

## OF

### *All-Double Giant Fringed Dwarf Victorious*

# PETUNIAS

WE ARE NOW ACCEPTING, SUBJECT TO CROP, ORDERS FOR SAKATA'S GENUINE ORIGINATORS

**Delivery After August, 1948**

### Former Varieties

ATTRACTION. Rich carmine rose, white.....	Oz. \$350.00
LOVELINESS. La France pink.....	1/4 oz. 90.00
PURE WHITE.....	1/8 oz. 46.50
GAIETY. Light rose-red and white.....	1/16 oz. 23.75
ROSY-CARMINE IMP.....	1/32 oz. 12.25

### Newly Improved All-Double All Large Flowered Varieties

AMARANTH-RED.....	Oz. \$400.00
BLUE BROCADE.....	1/4 oz. 103.00
FANTASY. Rich velvety violet blue and pure white.....	1/8 oz. 53.25
ORCHID BEAUTY. Beautiful silver lilac.....	1/16 oz. 27.45
PURPLE AND WHITE. Improved velvety purple and white.....	1/32 oz. 14.15

### New Varieties

BRIGHT ORANGE (New).....	Oz. \$450.00
MASTERCREAM. New yellow.....	1/4 oz. 116.00
SILVER BLUE. Color like Erfurt Silver lilac.....	1/8 oz. 59.75
MAYFLOWER. Bright carmine-red on white.....	1/16 oz. 30.75
ILLUMINATION. From Rose-Carmine, a new bright red with scarlet sheen.....	1/32 oz. 15.85

#### VICTORIOUS ALL DOUBLE ALL COLORS MIXED

Oz.....	\$350.00	1/8 oz.....	\$46.50	1/32 oz.....	\$12.25
1/4 oz.....	90.00	1/16 oz.....	23.75		

#### TRIUMPHANT ALL DOUBLE GIANT FRINGED TALL MIXED

Oz.....	\$200.00	1/8 oz.....	\$26.55	1/32 oz.....	\$7.05
1/4 oz.....	51.50	1/16 oz.....	13.70		

**Prices are F.O.B. Yokohama—Terms 1½% 10 Days, 60 Days Net**

All Doubles run 250/300,000 seed per ounce

A retail price of \$3.50 per packet of 800 seeds is suggested

# Sakata's 1948 Crop Annual Flower Seeds

F.O.B. Yokohama

Per Lb.

Balsam, Dwarf Bush-flowered Mixed.....	\$7.00
Balsam, Double-flowered Mixed.....	2.50
Balsam, Double Camellia-flowered Mixed.....	3.00
Calendula, Double Mixed.....	.90
Calliopsis, Tall Mixed.....	.80
Celosia cristata, Dwarf Mixed.....	5.00
Celosia plumosa, Tall Mixed.....	2.90
Celosia plumosa (Dwarf Fiery Feather)....	6.00
Celosia plumosa (Dwarf Golden Feather)...	6.00
Centaurea cyanus, Double Mixed.....	1.00
Centaurea cyanus, Blue Boy.....	1.10
Clematis paniculata, Single White.....	2.00
Coleus hybridus, Mixed.....	20.00
Cosmos, Early-flowering Giants.....	1.50
Cosmos, Early-flowering Sensation Mixed.....	2.00
Cosmos, Late-flowering Mixed.....	1.50
Cosmos, Early-flowering Orange Flare....	2.00
Cynoglossum amabile, Blue.....	.85
Cypress Vine (Cardinal Climber).....	2.00
Cypress Vine (Iquomoclit) Mixed or Colors.....	1.50
Dahlia variabilis, Double Mixed.....	6.50
Dahlia, Unwins Dwarf Hybrids.....	4.00
Dianthus chinensis, Double Mixed.....	3.00
Didiscus coeruleus (Blue Lace Flower)....	2.50
Euphorbia heterophylla (Mexican Fire Plant).....	2.50
Euphorbia variegata (Snow-on-the-Mountain).....	2.00
Gaillardia picta, Single Mixed.....	2.50
Globe-Amaranth, Mixed.....	1.70
Gypsophila elegans, London Market. Large flowering white.....	.40
Helichrysum monstrosum, Double Mixed.....	2.50

F.O.B. Yokohama

Per Lb.

Kudzu Vine (Pueraria thunbergiana).....	\$2.50
Lupinus, Annual, Small-seeded Mixed....	1.00
Marigold, African Tall All-double Mixed..	2.00
Marigold, African Tall Guinea Gold.....	2.00
Marigold, French Harmony.....	2.00
Mirabilis (Four O'Clocks), Mixed.....	.60
Morning Glory, Purpurea Mixed.....	.50
Morning Glory, Scarlett O'Hara.....	2.50
Morning Glory, Imperial Japanese Mixed.....	.60
Nigella damascena, Double Mixed.....	.90
Pansy, Bedding Mixed.....	10.00
Pansy Swiss Giants, Mixed.....	16.00
Pansy, Swiss Giants Dwarf Mixed.....	18.00
Petunia hybrida, Mixed.....	4.00
Petunia hybrida nana compacta, Rose of Heaven.....	8.00
Phlox drummondii, Large-flowered Dwarf Mixed.....	15.00
Phlox drummondii, Large-flowered cuspidata Mixed Star Phlox.....	5.00
Phlox drummondii, Large-flowered Mixed.....	5.00
Portulaca, Double Mixed.....	8.00
Salvia splendens.....	7.00
Salvia splendens Bonfire.....	9.00
Verbena hybrids, Mixed.....	4.00
Vinca rosea, Mixed.....	9.00
Vinca rosea (Rose).....	10.00
Vinca rosea alba oculata.....	10.00
Vinca rosea alba pura.....	10.00
Vinca rosea delicata.....	10.00
Vinca rosea kermesina. Large-flowered deep rose.....	10.00

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